

SUMMARY NOTES
COA/CCCADA Subcommittee on Corporate Partnerships
Tuesday, February 10, 2004

SUBCOMMITTEE: PLEASE SHARE AT UPCOMING CONFERENCE MEETINGS
ATHLETIC DIRECTORS: PLEASE CIRCULATE TO ALL COACHES

Questions? Please contact any of the following conference representatives for additional information or the COA Associate Commissioner's office.

COA/CCCADA Subcommittee Members: Shirley Baskin (Bay Valley Conference), Will Thurston (Western State Conference), Tony Oliveira (Central Valley Conference), Pat Doyle (Bay Valley Conference), Tony Marcopulos (Coast Conference), Rudy Washington (South Coast Conference), Bill Kaiser (Central Valley Conference), Bob Clement (Central Valley Conference), Dale Murray (Coast Conference), Jean Snuggs (Bay Valley Conference), Dave Evans (Pacific Coast Conference), Tony Lipold (Orange Empire Conference), Mark Blethen (Orange Empire Conference), John Keever (Western State Conference), Gary Houser (Golden Valley Conference), John Smith (Foothill Conference), Terry Davis (Pacific Coast Conference),
Stu Van Horn (COA)

1. COA/Citibank Partnership

- a. Please contact the COA office for information about this partnership.

2. Spring 2004 PC Workshops for Event Managers:

- a. The COA will conduct workshops for regional and state championship event managers via teleconference on Thursday, February 26, 2004. The workshop will be offered twice that day – at 9am and at 2pm. Attend either one!
- b. All Event Managers, COA Sport Representatives and Coaches Association Presidents are invited to attend.
- c. To participate, log in by calling 866.826.6337. When prompted, enter pass code: 532568 followed by the # key.
- d. There are numerous new partner programs that must be part of the 2004 championships. If you've attended a past workshop, please know that new requirements will be shared affecting the 2004 sites.

3. Update of COA Efforts to Find Partners

- a. The chair asked that subcommittee members continue to share ideas, thoughts and names of prospects for partnership consideration. Three categories were specifically mentioned as 'hot' prospects. Those include automotive (Chrysler, Kia and Saturn), auto insurance (21st Century), and overnight delivery (UPS). UPS is currently reviewing a COA proposal while Chrysler, Kia, Saturn and 21st Century are still early in the solicitation process.
- b. Subcommittee members will continue to receive updates of ongoing efforts by the COA every Thursday via email.

4. Update on Russell Athletic Survey and CCCADA Stipend

- a. Unfortunately, 18 colleges failed to respond to multiple requests to complete and return the annual COA apparel survey required by Russell Athletics, the official apparel of the COA and CCC athletics.
- b. The absence of those colleges hurts our collective bottom line, as we are unable to present an accurate statewide picture of the actual number of Russell users. That hurts our chances of qualifying for performance incentive stipends from Russell, which are shared equally with the athletic directors association (CCCADA).
- c. **Please!** Return and complete and official COA surveys. Your voice is vital!

5. Site Selection Survey Results Unveiled April 1

- a. The findings of a statewide site selection survey of athletic directors and sport coaches association presidents will be presented as part of the April 1 COA Management Council meeting at the Burbank Hilton. A special subcommittee created the survey instrument. COA staff coordinated the fielding portion of the project.
- b. The study will be used by the Management Council to consider a structured approach to this complex issue.
- c. Thanks to all of you who participated in the project. Management Council members are scheduled to receive the study report in March to optimize the chances of taking action at the April 1 Management Council meeting.

6. Next Meeting: Tuesday, March 9, 2004 at 9:00 a.m.

Respectfully Submitted,

COA/CCCADA Subcommittee Members
Recorded and distributed by
Stu Van Horn
COA Associate Commissioner

Meeting Schedule
COA/CCCADA Subcommittee on Corporate Partnerships
2003-2004 (Approved)

Dial 866.826.6337, then enter pass code: 704006#

2003-04 Meeting Schedule
Second Tuesday of Each Month. Meeting begins at 9:00 a.m.
July 8
August 12
September 9
October 14
November 11
December 9
January 13
February 10
March 9
April 13
May 11
June 8

COA 2003-04